

# Thursday Learning Hour

Analytics in Campaign Management

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Mu Sigma  
DO THE MATH

# Agenda

- **Understand Data Driven Marketing**
- **Learn about strategies to launch a Campaign**
- **Measure Campaign Effectiveness using helpful techniques**



# What is Data Driven Marketing?



**Data-driven marketing** is a set of techniques and tactics that leverages massive amounts of data to create effective marketing processes, targeting specific demographics and user groups at an individual level.



# Benefits of Data-driven marketing

- **Time and Clarity**
- **Segmentation**
- **Personalization**
- **Customer Experience**
- **Product Development**
- **Multi-Channel**



# Steps in Launching a Campaign

1. Identify campaign goal & metrics you want to measure
2. Identify target audience
3. Determine CTA (call to action) and offer
4. Check available content
5. Research topic and determine keywords
6. Identify creative concept / theme of campaign
7. Decide on content assets, timeline and team
8. Determine distribution strategy
9. Go live



# Step 1 - Identify campaign goal & metrics you want to measure

## Questions needs to be answered

Why are you running this campaign?

What's your Main focus?

How are you going to measure the success of this campaign?

*"Don't try to hit all birds with just one stone"* 😊

**Potential business goals would be** Branding, Generate new leads, Qualify leads, Nurture existing leads, Direct sales, Cross-sell to existing customers, Up-sell to existing customers, Nurture existing customers, Generate referrals, Training etc.



## Step 2 - Identify target audience

### Questions needs to be answered

**Who is your target audience?**

**Where's your audience located?**

**Where does your audience consume their information? Where do they spend their time?**

**What do they spend their money on?**

**What stage of the buyer's journey are you trying to reach?**



## Step 3 - Determine CTA (call to action) and offer

### Questions needs to be answered

**What specific action do you want your audience to take after engaging with your content or campaign element?**

## Step 4 - Check available content

### **What content do I already have?**

- Time is gold – If you have content treasures in your library, Repurpose It
- Do a content audit and review all content available for your brand to see if anything can be used/repurposed for the campaign.





## Step 5 - Research topic and determine keywords

### Identify what your audience is looking

- Conduct keyword research
- Use Google's related search section to identify additional keywords
- The goal is to identify How your audience searches for their topic

## Step 6 - Identify creative concept / theme of campaign

What is the creative concept that you'll be using across your campaign to capture your audience's attention, deliver your message, and drive them to take action?



## Step 7 - Decide on content assets, timeline and team

### Questions needs to be answered

**What is your timeline?**

**Who will be working on what piece of the campaign?**

**What project management tools will you be using?**

**Potential content assets would be** Website, Video, Social Media, Email, PR, Events, Podcast & Online advertising etc

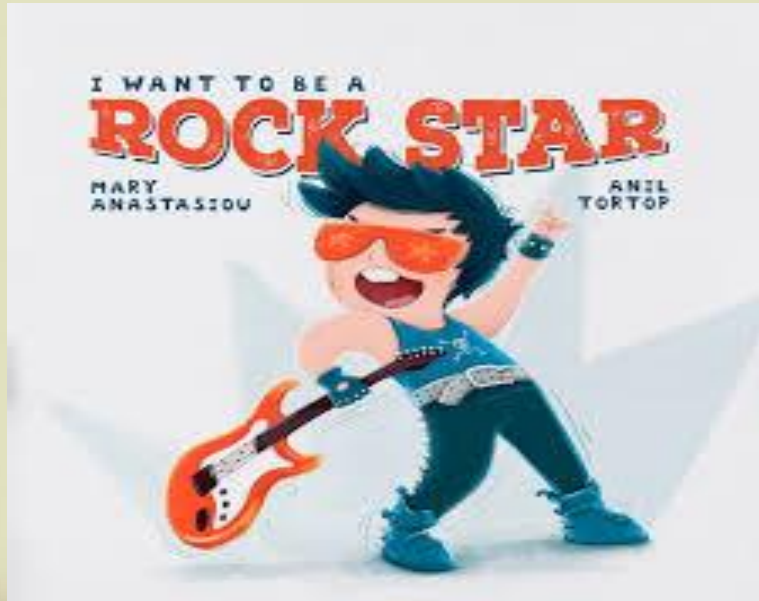
## Step 8 - Determine distribution strategy

**What channels are you going to use to promote and distribute your assets?**



## Step 9 – Go Live

**NOW YOU'RE READY TO BE A ROCK STAR!**



# Effective measurement of campaign

## 1. Measure momentum and engagement

Eg : Views and Shares etc

## 2. Measure direct sales revenue

Eg: Measure of direct sales revenue the campaign produces

**3. Metrics** like ROI(Return on Investment), CPC(Cost per click),CTR(Click through Rate),CPM(Cost per thousand impressions), CAC(Customer acquisition cost) etc

\*Metrics Will depend on the campaign goal

## 4. Lift Calculation

= **(Difference/Initial)\*100**



# KPIs for various campaigns



1. **Facebook** – Reach, Frequency, Link clicks, Impressions, Post shares, Engagement etc
2. **Brand Page** – Average time on site, Entry & Exit rate, Page views, Unique viewers, visits, etc
3. **Email** – Sent, Bounce, Delivered, Opens, Clicks, Click rate, Unique opens, Unique clicks etc



# Thank You!

